

INFORMAȚII PERSONALE

Florin Mihai Nechita



📍 500294, Brasov , Romania, str. Jepilor, Nr. 50, B50, ap. 25

☎ (+40) 723 693 843

✉ florin.nechita@unitbv.ro

Sexul Masculin | Data nașterii 25/05/1970 | Naționalitatea Română

EXPERIENȚA PROFESIONALĂ

22/02/2022–Prezent

Conferențiar dr.

Universitatea Transilvania din Brașov

01/10/2012–22.02.2021

Lector dr.

Universitatea Transilvania din Brașov

01/10/1996–30/09/2012

Cadru didactic asociat

Universitatea Transilvania din Brașov

20/02/2009–15/10/2011

Director marketing

Prodlacta SA, industria laptelui, 450 angajați, Brașov

01/04/2008–19/02/2009

Marketing Manager

Apemin Tusnad SA, industria apelor minerale, 200 angajați, Tușnad Nou, jud. Harghita

01/09/2004–31/03/2008

Brand Manager, Regional Trade Marketing Manager, Sales Manager

Ursus Breweries, parte a SABMiller plc, industria berii, 1200 angajați, Brașov și București

20/07/1995–31/08/2004

Manager marketing

Aurora SA, industria berii, 600 angajați, Brașov

EDUCAȚIE ȘI FORMARE

01/10/2006–03/11/2011

Doctorat în marketing

Universitatea Transilvania din Brașov

01/10/2001–30/06/2003

Master în Administrarea afacerilor

Universitatea Transilvania din Brașov

01/10/1990–30/06/1995

Licențiat în Marketing

Universitatea Transilvania din Brașov, Facultatea de Științe Economice și administrarea afacerilor

01/10/1989–30/06/1994

Licențiat în Inginerie electrică

Universitatea Transilvania din Brașov, Facultatea de Electrotehnică

COMPETENȚE PERSONALE

Limba maternă Româna

Alte limbi străine cunoscute

	ÎNȚELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
Engleză	C1	C1	C1	B2	B2

Niveluri: A1/2: Utilizator elementar - B1/2: Utilizator independent - C1/2: Utilizator experimentat
Cadrul european comun de referință pentru limbi străine

Competențe de comunicare Bune competențe de comunicare

Competențe organizaționale/manageriale

- Training în Personal Communication and Teaching Methods organizat de Maastricht School of Management, Romanian Canadian MBA și Universitatea Transilvania din Brașov, noiembrie 2010
- Coordonator și inițiator al *Student Show* – emisiunea studentească realizată de către studenți și difuzată la Nova TV Brașov din martie 2013
- Coordonator al *Brasov Leo Academy* – parteneriatul cu Leo Burnett Bucharest pentru predarea publicității cu sprijinul specialiștilor, august 2014
- Coordonator al proiectului *Tehnici neconvenționale pentru promovarea și interpretarea patrimoniului cultural din Brașov*, 2013
- Coordonator al proiectului *Brandingul destinațiilor și tehnici neconvenționale pentru promovarea și interpretarea patrimoniului cultural din Brașov*, 2014
- Coordonator și cofondator al *Transilvania Creative Fest* – festival de creativitate – decembrie 2014
- Coordonator al *Transilvania Creative Camp* – septembrie 2016
- Coordonator al *Creative Communication for Cultural Heritage Summer School* – mai 2018, Ancona și Macerata (Italia)
- Training from Pearson UK on Implementing Pearson BTEC HND Qualification in Business, aprilie 2017
- Training pentru predare academică organizat de Facultatea de Psihologie și Științele educației, Universitatea Transilvania din Brașov, mai 2017
- Membru al proiectului *Realitatea virtuală* – soluție inovativă de promovare și conservare a patrimoniului istoric - coordonat de Muzeul Casa Mureșenilor și finanțat de AFCN, iunie-octombrie 2017
- Membru al proiectului *I was citizen of Stalin town*, coordonat de Muzeul Județean de Istorie Brașov și finanțat de Europe for Citizens – august – noiembrie 2017
- Membru al proiectului *Futur ICT 2.0 - Large scale experiments and simulations for the second generation of FuturICT*, coordonat de CNR/ISTC Italy și finanțat de FLAG-ERA Joint Transnational Call (JTC) 2016.
- Membru al proiectului *ACT – Active Telling, Active Learning (602013-CITIZ-1-2018-1-IT-CITIZ-REMEM)*, coordonat de YouNet și finanțat de Europe for Citizens, 2019-2020
- Membru al proiectului *E-entrepreneur (2019-2-DK01-KA205-060317)*, coordonat de Danish Youth și finanțat de Erasmus+, 2019-2021
- Membru al proiectului *UniCulture (2019-1-RO01-KA203-063400)*, coordonat de Universitatea Transilvania University din Brașov și finanțat de Erasmus+, 2019-2021
- Membru al proiectului *TELL- Telling the story, Learning from Listening (617791-CITIZ-1-2020-1-IT-CITIZ-REMEM)*, coordonat de YouNet și finanțat de Europe for Citizens, 2020-2022
- Membru al proiectului *EnvEdu-OERS*, coordonat de Universitatea Transilvania University din

Braşov și finanțat de EEA Grants, 2020-2022

- Membru al proiectului E-PSY (617980-EPP-1-2020-1-GE-EPPKA2-CBHE-SP), coordonat de Sokhumi State University și finanțat de Erasmus+
- Membru al proiectului CultHera (2021-1-RO01-KA220-HED-0000-31987), coordonat de Universitatea Transilvania University din Braşov și finanțat de Erasmus+, 2022-2024
- Prodecan cu studenții, relația cu mediul economic și socio-cultural, internaționalizare (ian. 2016 – prezent)

Competențe dobândite la locul de muncă

- Activități de predare și seminar pentru disciplinele: Marketing, Mijloace de promovare, Marketing social, Creație și producție publicitară, Construcția de marcă, Tehnici promoționale, Optimizare și marketing în motoarele de căutare (SEO și SEM)
- Erasmus Mobility Teaching Exchange – Universita di Macerata, Italia, mai 2013
- Erasmus Mobility Teaching Exchange – University of Zadar, Croația, mai 2014
- Erasmus Mobility Teaching Exchange – Universita Politecnica delle Marche, Ancona, Italia, oct. 2014
- Erasmus Mobility Teaching Exchange – University of Extremadura, Spania, mai 2015
- Erasmus Mobility Teaching Exchange – University of the Aegean, Chios, Grecia, oct. 2015
- Erasmus Mobility Teaching Exchange – Laurea University, Lohja, Finlanda, mai 2016
- Meisei University Tokyo Teaching exchange , sept.– oct. 2016
- Erasmus Mobility Teaching Exchange – Universita di Salerno, Salerno, Italia, mai 2017
- Erasmus Mobility Teaching Exchange – Christelijke Hogeschool Ede, Olanda, sept. 2017
- Erasmus Mobility Teaching Exchange - Université Lumière Lyon 2, Franța, martie 2018
- Erasmus Mobility Teaching Exchange – University of Madeira, Portugalia, dec. 2018
- Erasmus Mobility for Training – Federal University of Minas Gerais, Belo Horizonte, Brazilia, iun 2019
- Erasmus Mobility Teaching Exchange – Grupo Educacional UNIS, Brazilia, feb. 2020
- Erasmus Mobility Teaching Exchange - Université Franche-Compté, Franța, oct. 2021
- Erasmus Mobility Teaching Exchange – The Pontifical University of John Paul II in Cracow, Polonia, oct. 2022

Competențe informatice

Programele din pachetul Microsoft Office

Publicații

Cărți și capitole în cărți

NECHITA, F. (2012). **Construcția de marcă în industria berii și în industria laptelui** (*Brand building in beer industry and dairy industry*). Braşov: Transilvania University Press, ISBN 978-606-19-0035-0, 300 p.

NECHITA, F., BRICIU, A. (2013). **Mijloace de promovare: note de curs, aplicații, studii de caz** (*Promotional tools: teaching notes, applications, case studies*). Braşov: Transilvania University Press, ISBN 978-606-19-0205-7, 186 p.

NECHITA, F., ŞANDRU, C., CANDREA, A. N., ȚĂRANU, D. (2014) (Coord.). **Advertising and Heritage Interpretation**. Braşov: Transilvania University Press, ISBN 978-606-10-0470-9, 103 p.

MIGDALOVICI, T., NECHITA, F. (2014) (Coord.). **Rebranding Braşov**. Braşov: Transilvania University Press, ISBN 978-606-10-0471-6, 100 p.

CANDREA, A. N., NECHITA, F. (2015). **Interpretarea și promovarea patrimoniului cultural din muzee** (*Interpretation and promotion of the museums heritage*). Braşov: Transilvania University Press, ISBN 978-606-10-0470-9, 200 p.

NECHITA, F. (2016) (Coord.). **Days of Clusters. Conference book. 6th Balkan and Black Sea Conference**, Brasov, 22-24 October 2015. Cluj-Napoca. Presa Universitara Clujeana, ISBN 978-973-

595-931-9

KAVOURA, A., NECHITA, F. (2016). **An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania** (22 p.) in **Driving Tourism through Creative Destinations and Activities** edited by Királová, Alžbeta, IGI Global, ISBN-978-152-25-2016-0.

NECHITA, F., TANAKA, H. (2017) (Coord.). **Creative Destinations and Heritage Interpretation: The Story of Transilvania Creative Camp 2016**. Cluj-Napoca. Presa Universitara Clujeana, ISBN 978-606-37-0144-3, 175 p.

NECHITA, F., DEMETER, R., BRICIU, V.-A., VARELAS, S., KAVOURA, A. (2019). **Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania** (10 p.) in Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.

BRICIU, V.-A., DEMETER, R., NECHITA, F., KAVOURA, A., BRICIU, A. (2019). **A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites** (8 p.) in Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.

VARELAS, S., GEORGITSEAS, P., NECHITA, F., SAHINIDIS, A., (2019). **Strategic Innovations in Tourism Enterprises Through Blockchain Technology** (7 p.) in Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.

SOREA, D., HELEREA, E., LELUȚIU, L., NECHITA, F. (2019) (Coord.). **Amintiri din război. Biblioteca vie ACT – Active Telling, Active Learning**, Presa Universitara Clujeana, ISBN 978-606-37-0691-2.

COMAN, C., NECHITA, F., BULARCA, M. C. (2020). **Promovarea și brandingul universităților**, C.H. Beck, ISBN 978-606-18-1003-1, 132 p.

NECHITA, F. (2020). **Comunicarea de marketing a muzeelor în era digitală**. Presa Universitară Clujeană, ISBN 978-606-37-0950-0, 227 p.

NECHITA, F., TANAKA, H. (2021). Framing an International Summer School Project in Transylvania into Three Dimensions of the Hofstede's Model (10 p.) in Wainio E. (2021) Kulttuurikirjon sadonkorjuu / Intercultural Harvest.

GRABIAS, M., DE ROOS, H. C., NECHITA, F. (2021) (Coord.). **"Children of the Night". International Dracula Congress. Book of abstracts**. Presa Universitara Clujeană, ISBN 978-606-37-1121-3.

NECHITA, F. (2021) (Coord.). **Studii de caz în branding : eseuri studențești**. Presa Universitara Clujeană, ISBN 978-606-37-1331-6.

NECHITA, F. (2022) (Coord.). **Tehnici promoționale : studii de caz**. Presa Universitară Clujeană, ISBN 978-606-37-1368-2.

BULARCA, M. C., COMAN, C., NECHITA, F., BULARCA, M. C. (2022). **Interacțiunea dintre studenți și universități în mediul online**, C.H. Beck, ISBN 978-606-18-1155-7, 202 p.

NECHITA, F. (2022). **Essentials of marketing communication for museums**. Presa Universitară Clujeană, ISBN 978-606-37-1540-2.

NECHITA, F. (2022) (Coord.). **Branduri brașovene de 10**. Presa Universitară Clujeană, în curs de apariție.

Articole în jurnale academice și participări la conferințe

COMAN, C., NECHITA, F., COSTACHE, N. (1998). **Impactul Festivalului National al Berii asupra comunității** (*The Impact of the National Beer Festival on local community*). SIMPEC 98. International Symposium on Economic Sciences, nov. 1998, vol. 2, Brașov, Ed. Infomarket, p.270-277.

COMAN, C., NECHITA, F. (2000). **Piața bunurilor simbolice** (*The market for the symbolic goods*). SIMPEC 2000. International Symposium on Economic Sciences, nov. 2000, Brașov, Ed. Infomarket, p.107-112.

COMAN, A., NECHITA, F. (2000). **O radiografie a discursului publicitar** (*A radiography of the advertising discourse*). SIMPEC 2000. International Symposium on Economic Sciences, nov. 2000, Brașov, Ed. Infomarket, p.244-247.

NECHITA, F., (2002). **Piața berii din România** (*The Romanian beer market*). International

- Symposium on Economic Sciences. SIMPEC 2002, Ed. Infomarket, ISBN 973-8204-31-3, p. 146-152.
- NECHITA, F., COMAN, C., COSTACHE, N. (2004). **La construction d'une strategie de marque.** International Symposium on Economic Sciences. SIMPEC 2004, Ed. Infomarket, ISBN 973-8204-57-7, p. 452-457.
- COMAN, C., NECHITA, F., (2006). **The voting behavior – sociological approach and marketing approach.** SIMPEC 2006. The Proceedings of the 6th Biennial International Symposium, May, 20-21, 2006, Braşov, vol. I, Ed. Infomarket, pp. 70-77.
- NECHITA, F. (2007). **Consumatorul epocii (post)moderne** (*The consumer of (post)modern ages*). Scientific Bulletin of D. Cantemir University, no. 8, Ed. Infomarket, ISSN 1841-298X, p. 217-223.
- NECHITA, F., RUSU, I., (2007). **The consumer of postmodern ages.** International Conference on Business Excellence ICBE 2007, Academy of Economic Science Bucharest, *Transilvania University of Brasov*, published in Proceedings of the 2nd International Conference on Business Excellence.
- NECHITA, F., (2007). **Rolul noilor mijloace de promovare în construcția mărcilor** (*The role of the new promotional tools for brand building*). International Colloquium on Social Sciences ACUM 2007, ISSN 1844-5667, p. 75-80.
- NECHITA, F., RUSU, I., (2009). **Brand strategies in Romanian FMCG industry.** International Conference on Business Excellence ICBE 2009, Academy of Economic Science Bucharest, *Transilvania University of Brasov*, published in Proceedings of the 4th International Conference on Business Excellence, ISBN 978-973-1747-12-5, p. 34-37.
- NECHITA, F., (2009). **Procesele de decizie ale consumatorilor pe piața bunurilor de larg consum** (*The decision process of the consumers on FMCG markets*). Colocviul Național de Științe Sociale ACUM 2009, *Transilvania University Press*, ISSN 1844-5667, p. 226-232.
- RUSU, I., NECHITA, F. (2009). **Franchise in Romania**, 33rd American Romanian Academy, *Modernism and Progress in Arts and Science*, Sibiu.
- NECHITA, F., REZEANU, C. et al. (2011). **Factors influencing consumer behaviour on the Romanian beer and dairy markets.** International Conference on Business Excellence ICBE 2011, Academy of Economic Science Bucharest, *Transilvania University of Brasov*, University of Akron, Ohio, published in Proceedings of the 6th International Conference on Business Excellence, ISBN 978-973-598-941-5, p. 29-31.
- NECHITA, F. (2013). **Using archetypes in advertising and branding.** International Colloquium on Social Sciences ACUM 2013, Brasov, 14-15 November 2013.
- NECHITA, F. (2014) **The new concepts shaping the marketing communication strategies of museums** in Bulletin of the *Transilvania University of Braşov*, Series VII: Social Sciences • Law • Vol. 7 (56) No. 1, p. 270-278.
- NECHITA, F., LOZO, I., CANDREA, A. N. (2014) **National Parks's web-based communication with visitors. Evidence from Piatra Craiului National Park in Romania and Paklenica National Park in Croatia** in Bulletin of the *Transilvania University of Braşov*, Series VII: Social Sciences • Law • Vol. 7 (56) No. 2, p. 139-150.
- NECHITA, F. (2015) **Bidding for the European Capital of Culture: common strenghts and weaknesses at the pre-selection stage** in Bulletin of the *Transilvania University of Braşov*, Series VII: Social Sciences • Law • Vol. 8 (57) No. 1, p. 103-118.
- NECHITA, F., (2015). **Brand communication strategy: the finest ingredient of the Romanian beer.** 3rd North and East European Congress on Food. Brasov, Romania, 20-23 May 2015.
- NECHITA, F., CANDREA, A. N., BRICIU, V., SANDRU, C. (2015). **The candidacy for the European Capital of Culture title: an opportunity for destination branding or for social engagement?** ESA2015, 12TH Conference of the European Sociological Association, Prague, 20-25 August 2015.
- NECHITA, F., COMAN, C., REZEANU, C., COPOSESCU, S. (2015). **European Capital of Culture: urban space regeneration and new cultural identity.** CCCS Conference 2015 „Identity and Culture”, Skopje, 3-5 September 2015.
- NECHITA, F., SANDRU, C., CANDREA, A. N., COMAN, C. (2015). **Valorizing intangible cultural heritage through experiential tourism: a Romanian case study.** 5th International Conference ob Tourism Management and Tourism Related Issues, Kos, Greece, 8-9 October 2015.
- NECHITA, F., (2015). **The European Capital of Culture project and its role in culture-led urban regeneration.** Days of Clusters 2015, 6th Balkan and Black Sea Conference, Brasov, 22-24 October 2015.
- NECHITA, F., SANDRU, (2015). **Experiencing the intangible heritage of Fagaras Land at Leo AdCamp Summer School.** International Colloquium on Social Sciences ACUM 2015, Brasov, 19-21

November 2015.

GERMAN, A. M., NECHITA, F. (2015). **The influence of dynamic capabilities on B2B branding in industry sector**. International Colloquium on Social Sciences ACUM 2015, Brasov, 19-21 November 2015.

GERMAN, A. M., NECHITA, F. (2015). **Dynamic capabilities and B2B branding in industrial markets**. Bulletin of the Transilvania University of Braşov Series VII: Social Sciences • Law • Vol. 8 (57) No. 2 - 2015 , p. 155-162.

CANDREA, A. N., ISPAS, A., UNTARU, E. N., NECHITA, F. (2016). **Marketing the Count's way: how Dracula's myth can revive Romanian tourism**. Bulletin of the Transilvania University of Braşov Series V: Economic Sciences • Vol. 9 (58) No. 1 – 2016, p. 83-90.

NECHITA, F. (2016). **Extracurricular project-based learning in communication studies at Transilvania University of Brasov, Romania**. Japan Business Communication Association Conference, 1st October, Tokyo, Japan.

TANAKA, H., NECHITA, F. (2016). **Nurturing global competency through real world projects**. The 76th National Convention of Japan Business Communication Association, 8-9 October, Kyoto, Japan.

NECHITA, F. (2016). **Beyond Dracula Tourism in Transylvania: The Case of Rural Lapus Land**. Transylvanian Society of Dracula – International Open Dublin Conference – 20-21 October, Trinity College, Dublin.

SANDRU, C., NECHITA, F. (2016). **Multisensory Experiences of Italian Tourists in Rural Transylvania**. Symphonya – Emerging Issues in Management, No. 2 – 2016, p. 76-92.

KAJALO, S., ITO, N., NECHITA, F., SAKAGAWA, Y., SONG, J., & TANAKA, H. (2017). **Corporate Social Responsibility and Market Orientation – Exploring New Avenues For Future Research**. 5th Annual International Conference on Marketing (ICOM 2017), Colombo, Sri Lanka, May 25-26, 2017.

NECHITA, F., TANAKA, H., & KAJALO, S. (2017). **How visual narratives influence the projected image of a tourist destination. A Japanese focus on Transylvania**. 13th Conference of the European Sociological Association (ESA 2017), Athens, Greece, 29 Aug. – 01 Sept. 2017.

CESARANI, C., NECHITA, F. (2017). **Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania**. Symphonya – Special Issue on Global Tourism Management, No. 1 – 2017, p. 32-47.

NECHITA, F. (2017). **Digital Media and Digital Marketing studies at European Universities**. International Colloquium on Social Sciences ACUM 2017, Brasov, 9-11 November 2017.

REZEANU, C. I., NECHITA, F., & COMAN, S. (2017). **Bridging Cities from Central and Eastern Europe to Appropriate Collective Memory and Reconfigure Identity**. II. EAST-WEST COHESION International Conference, University of Dunaujvaros, November 16-17, 2017.

NECHITA, F., TANAKA, H., & KAJALO, S. (2017). **Using Collaborative Project-Based Learning to Promote Tourism Destinations in Transylvania**. II. EAST-WEST COHESION International Conference, University of Dunaujvaros, November 16-17, 2017.

NECHITA, F., CANDREA, A.N., CSISZÉR, A., & TANAKA, H. (2018). **Valorizing intangible cultural heritage through community-based tourism in Lăpuş Land, Transylvania**. INTERPRET EUROPE's Conference 2018, Kőszeg, Hungary, 23-26 March 2018.

CSISZÉR, A., SZABÓ, C., NECHITA, F., & REZEANU, C. I. (2018). **The role of collective memory in reconfiguring identity**. INTERPRET EUROPE's Conference 2018, Kőszeg, Hungary, 23-26 March 2018.

GRAJDIERU COMAN, E., REZEANU, C. I., NECHITA, F., & COMAN, C. (2018). **Modern tendencies in experiential marketing: museums using augmented reality (ar) to convert young audiences into ambassadors of local culture**. 28th International Scientific Conference on Economic and Social Development, 19-20 April, Paris.

NECHITA, F. (2018). **Communication Studies (Re) Count on PBL**. IV UNIS International Congress, 23-27 April, Varginha, Brasil.

BRICIU, V.-A., NECHITA, F., & BRICIU, A. (2018). **Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context**. MIC (Management International Conference) 2018, Bled, Slovenia, 30 May – 2 June, http://mic.fm-kp.si/programme/sessions_timetable

BRICIU, V.-A., BRICIU, A., & NECHITA, F. (2018). **Virtual Space, Web 1.0 and Web 2.0 from a Sociological Perspective on McDonaldisation of Society and Education**, XIV International Online Conference "Virtuality and education - future perspectives", Nicolaus Copernicus University in Torun, Polonia, Faculty of Education Sciences, 30 May, Main Panel Conference Part

I, http://www.edukacja.torun.pl/WEP/Conf_prog.pdf

REZEANU, C. I., NECHITA, F., GRAJDIERU COMAN, E., & COMAN, C. (2018). **Post-socialist city brands: from industrial cities to creative cities and the cognitive dissonance in between.** 7th Aalborg International Business Conference at Aalborg University, 30 May – 1 June, Aalborg, 2018, http://www.ibccconference.aau.dk/digitalAssets/389/389425_20180528---ibc-conference-2018-programme8.pdf

NECHITA, F., CANDREA, A.N., TANAKA, H., & KAJALO, S. (2018). **Intercultural dialogue between Japanese tourists and Romanian local communities in Lăpuș Land, Transylvania.** CREATOUR - 2nd International Conference Emerging and Future Trends in Creative Tourism, 7-9 June, Braga, Portugal, <https://creatourconference.weebly.com/programme.html>

NECHITA, F., CANDREA, A.N., CSISZÉR, A., & TANAKA, H. (2018). **Valorizing intangible cultural heritage through community-based tourism in Lăpuș Land, Transylvania.** Bulletin of the Transilvania University of Brașov, Series VII: Social Sciences • Law • Vol. 11 (60) No. 1 - 2018, p. 65-74.

PEPENE, N., NECHITA, F., & REZEANU, C.I. (2018). **Interpreting Recent Past Becomes a Cohesive Strategy for Central and Eastern European cities.** The Social Transformations We Live In: Between Cohesion and Fragmentation – ESA RN26 Midterm Conference, 20-22 September, Nova Gorica, Slovenia, <http://www.fuds.si/en/slovenian-social-science-conference>

NECHITA, F., DEMETER, R., BRICIU, V.A., KAVOURA, A., & VARELAS, S. (2018). **Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania.** International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018), Vouliagmeni, Atena, 17-20 octombrie, secțiunea Track 6b - Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour, <http://icsimat.com/programme/>

BRICIU, V. A., DEMETER, R., NECHITA, F., KAVOURA, A., & BRICIU, A., (2018). **A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites.** International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018), Vouliagmeni, Atena, 17-20 octombrie, secțiunea Track 6b - Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour, <http://icsimat.com/programme/>

NECHITA, F., TANAKA F., (2018). **Beyond formal marketing and business communication education: project-based learning at Transilvania University of Brașov and Meisei University Tokyo.** Marketing – from Information to Decision Conference, 25-28 October 2018, Cluj-Napoca, Romania, <https://econ.ubbcluj.ro/mid/conference/>.

REZEANU, C. I., NECHITA, F., & DEAKY, B. A.. (2018). **The marketing effects of introducing VR stimuli to enhance the visiting experience of history museums.** Marketing – from Information to Decision Conference, 25-28 October 2018, Cluj-Napoca, Romania, <https://econ.ubbcluj.ro/mid/conference/>.

NECHITA, F., CSESZNEK, C., SOREA, D., & RĂȚULEA, G. (2018). **Academic projects for enhancement of intangible cultural heritage valorization through community-based tourism in Făgăraș Land, Romania.** East-West Cohesion, University of Dunaujvaros, 12-13 November 2018, Hungary, <http://www.uniduna.hu/en/about-us/eastwest2018>

BRICIU, V.-A., BRICIU, A., NECHITA, F. (2019). **Content Analysis Made Simple for Students. An Interactive Online Application Solution.** XVth International Scientific On-line Conference "New media - interactivity - creativity - education", Torun, Poland, 30 May 2019, http://www.edukacja.torun.pl/MICE/Conf_prog.pdf, <http://dx.doi.org/10.12775/CSNME.2018.013>.

NECHITA, F., PUIU, A., CANDREA, A. N. (2019). **The Role of Storytelling: What Should a Transylvanian Destination Count On?** INTERPRET EUROPE's Conference 2019, Sarajevo, Bosnia Herzegovina, 31 May-3 June 2019. <http://www.interpret-europe.net/top/events/past-ie-key-events/sarajevo-2019/>

POPA, D., NECHITA, F., COMAN, C., BARBU, S.-G., SHINOHARA, S., TOKUNO, S., NAKAMURA, M., TAKANO, T. (2019). **Mind monitoring system (MIMOSYS) for mental and wellbeing of young students.** X Simpósio Nacional de Investigação em Psicologia, 27 -29 June 2019. https://appsicologia.org/Files_xSnip/Programa_SNIP_28-06-FINAL.pdf

BAPTISTA, J. M. L., POCINHO, M., NECHITA, F. (2019). **Tourism and Public Policy.** Bulletin of the Transilvania University of Brașov Series V: Economic Sciences • Vol. 12- Issue 1, p. 77-86.

NECHITA, F. (2019). **Urban Changes and Citizens' Engagement by Using Digital Media.** Bulletin of the Transilvania University of Brașov, Series VII: Social Sciences • Law • Vol. 12 – Issue 1, p. 161-170.

- BRICIU, V.-A., NECHITA, F., DEMETER, R., KAVOURA, A. (2019). **Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software**. *International Journal of Computational Methods in Heritage Science (IJCMHS)*, vol. 3, Issue 2, p. 1-17.
- BOTEANU, B., BODI, D., REZEANU, C. I., NECHITA, F. (2019). **Elders and Children Engagement in Urban Awareness Projects**. *International Colloquium on Social Sciences ACUM 2019, Brasov*, 17-19 October 2019.
http://acum.unitbv.ro/images/ACUM_2019_final_programme_12octoberV2.pdf
- LIU, Y., NECHITA, F., CHIN, S., CANDREA, A.N. (2019). **A Comparative Study of Film-Induced Tourism and Cultural Promotion in Romania, Malaysia, Indonesia and Brunei**. *International Colloquium on Social Sciences ACUM 2019, Brasov*, 17-19 October 2019.
http://acum.unitbv.ro/images/ACUM_2019_final_programme_12octoberV2.pdf
- NECHITA, F., REZEANU, C.-I. (2019). **Augmenting Museum Communication Services to Create Young Audiences**. *Sustainability*, 11(20), 5830. <https://doi.org/10.3390/su11205830>
- NECHITA, F., REZEANU, C.-I. (2019). **Post-socialist city of Braşov: from Stalin to malls experienced by children and elders**. *Conferința TENDINȚE ALE CUNOAȘTERII ȘI DEZVOLTĂRII SOCIALE ÎN SECOLUL XXI, Alba-Iulia*, 25-26 octombrie 2019.
http://uab.ro/sesiuni_2019/tendinte/Program%20conferinta%20TCDS21%20final.pdf
- NECHITA, F. (2020). **Brand communication during COVID-19 crisis**. U.EXPERIENCE – Circuito experience webinar, 22 April 2020, <https://www.youtube.com/watch?v=1D2oijaw4mo&t=2907s>
- NECHITA, F., CIURARU, S., PUIU, A.M., CANDREA, A. N. (2020). **Historic Personal Interpretation in an Urban Outdoor Setting. A Case Study from Brasov, Romania**. *Interpret Europe*, webconference, http://www.interpret-europe.net/fileadmin/Documents/publications/ie_conference_2020_fostering_heritage_communities_proceedings_2nd_ed.pdf
- NECHITA, F. (2020). **Museum Marketing Communication in the Digital Age**. VI UNIS International Congress, 29 June-1 July, Varginha, Brasil, <https://www.youtube.com/watch?v=M1odNS8TmNw>
- LIU, Y., CHIN, W., NECHITA, F., CANDREA, A.N. (2021). **Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia**. *Sustainability*, 12 (23), doi: 10.3390/su12239910
- POPA, D., NECHITA, F., LIU, Y., CHIN, W. (2021). **Linking positive psychology and intercultural competence by movies: Evidence from Brunei and Romania**. *Frontiers in Psychology*, doi: 10.3389/fpsyg.2021.75090
- VIEIRA, G. S., POCINHO, M., NUNES, C., NECHITA, F. (2021). **Sustainable customer digital engagement strategies for the tourism recovery perspective**. *Bulletin of the Transilvania University of Braşov, Series V: Economic Science* • Vol. 14(63), p. 51-62, doi: 10.31926/but.es.2021.14.63.1.5
- BULARCA, M. C., NECHITA, F., ȘARGU, L., MOTOI, G., OTOVESCU, A., COMAN, C. (2022). **Looking for the Sustainability Messages of European Universities' Social Media Communication during the COVID-19 Pandemic**. *Sustainability*, 124(3), doi: 10.3390/su14031554
- NECHITA, F., ATUDOREI, I., SOREA, D., BRICIU, A., MESEȘAN-SCHMITZ, L., (2022). **Students attitudes toward cultural heritage**, The 11th Edition of the International Colloquium of Social Sciences and Communication (ACUM 2022) and the National Romanian Sociologists Society Conference, Braşov, https://acum.unitbv.ro/images/ACUM_SSR_2022_Program_final.pdf

INFORMAȚII SUPLIMENTARE ȘI REFERINȚE:

- <https://www.unitbv.ro/contact/comunitatea-unitbv/3045-nechita-florin-mihai.html>
- https://www.researchgate.net/profile/Florin_Nechita
- https://scholar.google.com/citations?user=dtmV_T0AAAAJ&hl=en
- <https://orcid.org/0000-0002-5398-722X>
- <https://www.webofscience.com/wos/author/record/B-4567-2019>
- <https://www.scopus.com/authid/detail.uri?authorId=57193788117#>
- <https://www.linkedin.com/in/florin-nechita-66a2554/>

